

BALDWIN - COOKE COMPANY

5714 DEMPSTER STREET •

MORTON GROVE, ILLINOIS 60053

T NESSON
SYSTEMS CONST
BOX 1546
POUGHKEEPSIE NY 12603

BULK RATE
U. S. POSTAGE

PAID

CHICAGO, ILLINOIS
PERMIT NO. 9311

BALDWIN-COOKE COMPANY

5714 DEMPSTER ST.

MORTON GROVE, ILLINOIS 60053

967-6700 (Area Code 312)

CABLE ADDRESS: BALDCO

Dear Sir:

This year, how would you like to solve your company's business gift problem early in the year -- and save money doing it?

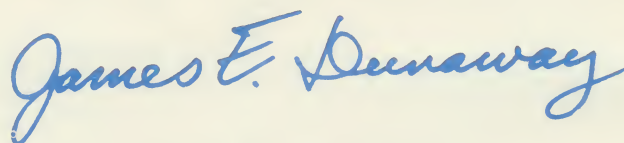
If you would, we'd like to send you a free sample of a very special kind of gift. It's the Baldwin Cooke Executive Planner, a remarkable book that people keep and use all year long.

Giving this book has been described as the next best thing to having a salesman call on everyone of your customers every day of the year, (or making these calls yourself.)

The important thing is, this is a gift that everybody likes to get. And the best way to prove that is to send you a free sample. The book comes to you by mail. You look it over, decide whether it makes sense for your company. And that's that.

Either way, the copy of the planner is yours to keep and use. There is no charge or obligation. For your copy, just fill out and mail the enclosed reply card.

Thank you,



James E. Dunaway
Vice President

JED/ko

P. S. If your card gets back to us in the next ten days, we'll make sure that your name is printed on the cover in gold. So mail that card today!

Executive Planner

Announcing THE EXECUTIVE
PLANNER
FOR 1967

1967

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC TEL ADDRESSES USEFUL INFO.



1967		AUGUST					1967	
S	M	T	W	T	F	S		
		1	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

1967		SEPTEMBER							1967	
S	M	T	W	T	F	S				
					1	2				
3	4	5	6	7	8	9				
10	11	12	13	14	15	16				
17	18	19	20	21	22	23				
24	25	26	27	28	29	30				

1967		OCTOBER					1967
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

MONDAY
SEPTEMBER 4
LABOR DAY

TUESDAY
SEPTEMBER 5

*You see a week at a glance -
with plenty of room for
notes, dates, and
appointments*

WEDNESDAY
SEPTEMBER 6

1967 NOVEMBER 1967						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

1967 DECEMBER 1967						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1968 JANUARY 1968						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



THURSDAY
SEPTEMBER 7

FRIDAY
SEPTEMBER 8

SATURDAY
SEPTEMBER 9

SUNDAY
SEPTEMBER 10

OCT. NOV. DEC. TEL. ADDRESSES USEFUL INFO.

The Baldwin-Cooke EXECUTIVE PLANNER

The Desk Diary Top Executives Prefer

Today's modern executive gets things done because he is organized. The EXECUTIVE PLANNER is organized to the needs of the executive. It fits his needs for today, tomorrow, this week, next week . . . the months ahead.

Features preferred by top executives:

- The executive sees A WEEK-AT-A-GLANCE. All weeks are laid out with facing pages.
- Page size is just right—not too large: not too small— $6\frac{3}{4}$ " x $8\frac{3}{4}$ ".
- All entries are written on a flat surface. The Diary lies flat from the first page to the last.
- Tab indexing for every month of the year, plus an A to Z name, address and telephone index section gives the executive finger-tip reference.
- There are so many additional features: telephone area code numbers for every section of the country; automobile mileage distances between 192 principal cities; a guide to fine dining; simple interest table; domestic postal rates and information; basic weights and measures; buying power by sections and states; sources of management information; decimal equivalents.
- *Quality that makes you proud.* The EXECUTIVE PLANNER has that beautiful regal, soft feel . . . that appearance of good taste . . . embossed in 24 kt. gold. The moment you see the Diary you know it belongs on the desk of top corporation executives.

See additional features other side



THE BUSINESS GIFT THAT'S USED 365 DAYS A YEAR



YOUR FIRM NAME AND ADDRESS EMBOSSED IN 24 KT. GOLD ON THE FRONT INSIDE COVER

In keeping with the dignity and quiet good taste of the EXECUTIVE PLANNER . . . your firm name and address is embossed in 24 kt. gold on the front inside cover.

Thus, the over-all effect is remembrance advertising at its very finest. A fine gift. Suitably identified. In active use the whole year through.

As a final touch — each EXECUTIVE PLANNER you order will come to you in an individual gift box and corrugated mailer . . . ready for presentation, or mailing to your select gift list.

JAN. FEB. MAR. APR. MAY JUNE JULY AUG. SEPT. OCT. NOV. DEC. TEL. ADDRESSES USEFUL INFO.

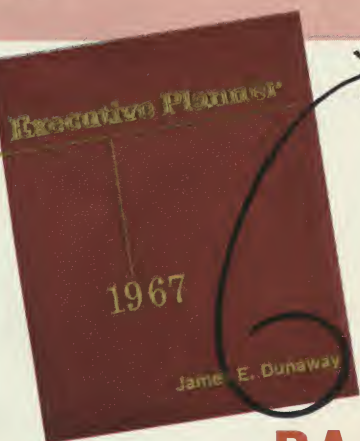
YOU ARE IN GOOD COMPANY WHEN YOU USE THE EXECUTIVE PLANNER AS A CHRISTMAS GIFT!

Addressograph-Multigraph Corp.
Admiral Corp.
Aldens
Allis-Chalmers
Allstate Insurance Co.
American Can Co.
American Cancer Society
American Hospital Supply
American Machine & Foundry
American Telephone & Telegraph
Armour & Co.
Automatic Canteen
Aviation Parts & Equipment Co.
Bache & Co.
Baldwin Piano
Bay City Times
Bendix-Westinghouse
B'nai B'rith Foundation
Borden Co.
Bridgeport Brass Co.
Brockway Glass Co.
California Institute of Technology
Canada Dry Corp.
Champion Spark Plug
Chrysler Corp.
Cravens-Quillan Mortgage Co.

Coca-Cola
Columbia Pictures
Curtiss-Wright Corp.
Culligan Water Conditioner
Delco-Remy Div. of General Motors
Dow Chemical Co.
DuPont de Nemours
Encyclopaedia Britannica Films Inc.
Equitable Life Ins. Society
Ethyl Corp.
Fairmont Foods
Farmers & Merchants State Bank
Foley Tractor
Ford Motor Co.
Fuller Brush Co.
General American Transportation
General Electric
Girl Scouts of America
Goodwill Industries of America
Goodyear Tire & Rubber
Greenville Storage & Transfer
Harris Funeral Homes
Hertz Rent-A-Car
Hornblower & Weeks
Humble Oil & Refining

International Business Machines
International Paper
Investors Diversified Service
Johns-Manville
Kaiser Aluminum
Kelly Girl Service, Inc.
Kerner Tool & Die
Kiskis Tire Co.
La Porte Printing
Lowe Drug
Malco Hearing Aid
Marvin Music Distributors
McGinley Maintenance Co.
Michigan State Highway Dept.
Midland Pipe & Supply
Millmaster Chemical
Moore Business Forms
Motorola
Nashville Blue Print
National Cash Register
Otis Elevator
Owens-Illinois Glass
Pennsylvania R.R.
Pepsi-Cola Bottling
Pittsburgh Plate Glass
Portland Cement Assn.
Quaker Oats

Ralston Purina Co.
R. C. A.
Remington Arms
Reynolds Metals
Riebe & Riebe Grain Co.
Salvation Army
Saint Johns Valley Creamery
Schulze & Burch Biscuit Co.
Sealtest Foods
Sears Roebuck & Co.
Seven Up Bottling Co.
Sisters of Mercy
Smith Corona Marchant
S&H Green Stamps
Sorenson Paint Co.
Stanley Home Products
State Farm Ins.
Swift & Co.
J. Walter Thompson
T.W.A.
United Fund
U.S. Bureau of Mines
U.S. Naval Ammunition Depot
U.S. Steel
University of Texas
Walgreen
Weyerhaeuser Co.
Xerox Corp.
Y.M.C.A.



HOW TO MAKE THIS GIFT EVEN MORE PERSONAL

A special optional service is available to you this year. If you wish to *personalize* each EXECUTIVE PLANNER you give—we will emboss each unit with an *individual* name. You simply supply the list of individual names and we will emboss each in 24 kt. gold for a service fee of just 35c per unit. (The individual names will be imprinted on the lower right hand corner of the front cover.)

PRICE SCHEDULE

The prices shown here are all \$1.00 a unit less than the next lowest price book of this kind.

5 or more	\$4.90 ea.
10 or more	4.76 ea.
25 or more	4.63 ea.
50 or more	4.50 ea.
100 or more	4.35 ea.
250 or more	4.24 ea.
500 or more	4.17 ea.

Prices, fob our factory Chicago, include standard three line imprint in 24-kt. gold. Each book is packed in gift box with outer corrugated mailer.

BALDWIN-COOKE COMPANY

5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053

Place
Postage
Here

BALDWIN-COOKE CO.

5714 Dempster Street

Morton Grove, Illinois 60053

BALDWIN-COOKE CO.

5714 Dempster Street, Morton Grove, Illinois 60053

Telephone 967-6700

Gentlemen:

We are interested in examining the Executive Planner. Please send a sample for our inspection. We understand there is no obligation.

Company Name _____
(Please Print)

Address _____

City _____ State _____ Zip Code _____

Attention of _____

Title _____

AMERICAN PSYCHOLOGICAL ASSOCIATION

1200 SEVENTEENTH ST. N. W.

WASHINGTON, D. C. 20036

Non-Profit Org.

U. S. POSTAGE

PAID

Washington, D. C.

Permit No. 6348

Theodor H. Nelson
Dept. Eco, Soc. & Anthro.
Vassar College,
Poughkeepsie, N. Y. 12601

a

66

THIRD CLASS